CLAIMS:

1. An image display controlling apparatus comprising

control signal generating means for generating a control signal for controlling the contrast of a displayed image, in dependence on an input image signal;

level adjustment means for adjusting the level of a luminance signal of said input image signals, based on the control signal supplied from said control signal generating means;

display means for demonstrating a displayed image which is in keeping with the level of the luminance signal adjusted by said level adjustment means;

illuminating means for illuminating said display means; and

illumination controlling means for controlling the illumination brightness by said illuminating means, in a correlated fashion with said level adjustment means, based on a control signal supplied from said control signal generating means.

2. The image display controlling apparatus according to claim 1 wherein, in case of performing the control of lowering the illumination brightness by said illumination controlling means, said level adjustment means makes adjustment for lowering the level of the luminance signal.

3. The image display controlling apparatus according to claim 1 wherein said illuminating means sets a lower limit of said illumination brightness in dependence on a value of the stable discharge current in said illuminating means.

4. The image display controlling apparatus according to claim 3 wherein said level adjustment means adjusts the luminance signal level in a lowering direction in case said illumination controlling means has controlled the illumination brightness to a lower limit value.

5. The image display controlling apparatus according to claim 1 further comprising

display image generating means for converting a displayed image, which is in keeping with the luminance signal level adjusted by said level adjustment means, into a signal matched to said display means.

6. The image display controlling apparatus according to claim 1 wherein said display means is a liquid crystal.

7. An image display controlling method comprising

generating a control signal for controlling the contrast of a displayed image, in dependence on an input image signal;

adjusting the level of a luminance signal of said input image signal, based on the control signal generated;

demonstrating a displayed image which is in keeping with the level of the luminance signal adjusted; and

controlling the illumination brightness for said display unit, in a correlated fashion with the adjustment of said luminance signal level, based on the generated control signal.

8. The image display controlling method according to claim 7 wherein, if case of performing the control of lowering the illumination brightness for said display unit, adjustment is made for lowering the level of the luminance signal level.

9. The image display controlling method according to claim 7 wherein a lower limit of said illumination brightness is set in dependence on a value

of the stable discharge current in an illuminating unit illuminating said display unit.

10. The image display controlling method according to claim 9 wherein, in case the illumination brightness is controlled to said lower limit, adjustment is made for lowering the luminance signal level.

11. The image display controlling method according to claim 7 wherein a displayed image, which is in keeping with the adjusted luminance signal level, is converted into a signal matched to said display unit.

12. The image display controlling method according to claim 7 wherein said display unit is a liquid crystal.

13. An imaging apparatus comprising

image signal generating means for imaging an object to generate an image signal;

control signal generating means for generating a control signal for controlling the contrast of a displayed image responsive to said image signal;

level adjustment means for adjusting the signal level of a luminance signal in said input image signal, based on said control signal for controlling the contrast of a displayed image;

display means for displaying a displayed image which is in keeping with the signal level of the luminance signal adjusted by said level adjustment means;

illuminating means for illuminating said display means; and

illumination controlling means for controlling the illumination brightness by said illumination means in correlated fashion with said level adjustment means based on said control signal supplied from said control signal generating means.

14. The imaging apparatus according to claim 13 wherein, in case of performing the control of lowering the illumination brightness by said illumination controlling means, said level adjustment means makes adjustment for lowering the level of the luminance signal.

15. The imaging apparatus according to claim 13 wherein said illuminating means sets a lower limit of said illumination brightness in dependence on a value of the stable discharge current in said illuminating means.

16. The imaging apparatus according to claim 15 wherein said level adjustment means adjusts the luminance signal level in a lowering direction in case said illumination controlling means has controlled the illumination brightness to a lower limit.

17. The imaging apparatus according to claim 13 further comprising

display image generating means for converting a displayed image, which is in keeping with the luminance signal level adjusted by said level adjustment means, into a signal matched to said display means.

18. The imaging apparatus according to claim 13 wherein said display means is a liquid crystal.

19. A viewfinder device for demonstrating an image corresponding to an image signal for monitoring, supplied from an imaging apparatus, said viewfinder device comprising

control signal generating means for generating a control signal for controlling the contrast of a displayed image, in dependence on the image signal supplied;

level adjustment means for adjusting the level of a luminance signal of said input image signals, based on the control signal supplied from said control signal generating means;

display means for demonstrating a displayed image which is in keeping with the level of the luminance signal adjusted by said level adjustment means;

illuminating means for illuminating said display means; and

illumination controlling means for controlling the illumination brightness by said illuminating means, in a correlated fashion with said level adjustment means, based on a control signal supplied from said control signal generating means.

20. The viewfinder device according to claim 19 wherein, in case of performing the control of lowering the illumination brightness by said illumination controlling means, said level adjustment means makes adjustment for lowering the level of the luminance signal.

21. The viewfinder device according to claim 19 wherein said illuminating means sets a lower limit of said illumination brightness in dependence on a value of the stable discharge current in said illuminating means.

22. The viewfinder device according to claim 21 wherein said level adjustment means adjusts the luminance signal level in a lowering direction in case said illumination controlling means has controlled the illumination brightness to a lower limit.

23. The viewfinder device according to claim 19 further comprising

displayed image generating means for converting a displayed image, which is in keeping with the luminance signal level adjusted by said level adjustment means, into a signal matched to said display means.

24. The viewfinder device according to claim 19 wherein said display means is a liquid crystal.

25. The viewfinder device according to claim 19 wherein said control signal generating means includes a communication function for exchanging the control information with said imaging apparatus; and wherein the viewfinder device makes an inquiry to said imaging apparatus as to whether or not the imaging apparatus has a function of controlling the illumination brightness by said illuminating means in correlated fashion with the function of controlling the contrast of the display image and/or the function of controlling the contrast.